

# Game Design Brief

## CHARACTERS

IMMY

13 years old  
eccentric  
outgoing

EMMY

13 years old  
Shy  
Likes to read

## Game Play

A point and click game

The reader will have different paths to choose from.

## STORY

The story follow the 2 girls who end up in a unknown land. They come to find the help of a talking gorilla and a book the help them find home.

## Visual Art Description

Art Style will be none realisted cute, pink and charming,

The characters will have round marshmellow like bodies.

The enviorment will be childlike neon pastel colored.

# PROJECT BRIEF

## Target Audience

The target audience age is from 13 to 18

## Timeline

Project Brief/Game Design: June 11th

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Story Map/Persona: June 15th

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WireFrame: June 15th

## Goal Of The Project:

The goal is to make a short quest that follows 2 girls journeys in a mysterious land.

## What Will Be Delivered

A HTML webpage that allows the user to choose different paths.

## Final Project

A game designed for free to play on the web.

# Ideal Persona



## AGE

13+

## Gender

Any

## Location

US

## Family

Any

## Personality

Any

## Technological Needs

Needs access to  
computer,ipad or smart  
phone

## BIO

Jessica is 14, she during the day she likes to play with her friends, be outdoors, biking, and role playing. When the sun goes down she likes to watch colorful friendly tv shows with her favorite cute characters, like the powerpuff girls.

## Visual Style

Bright colorful designs.

Cute characters like Hello Kitty, Barney, Power Puff girls.

## Goals

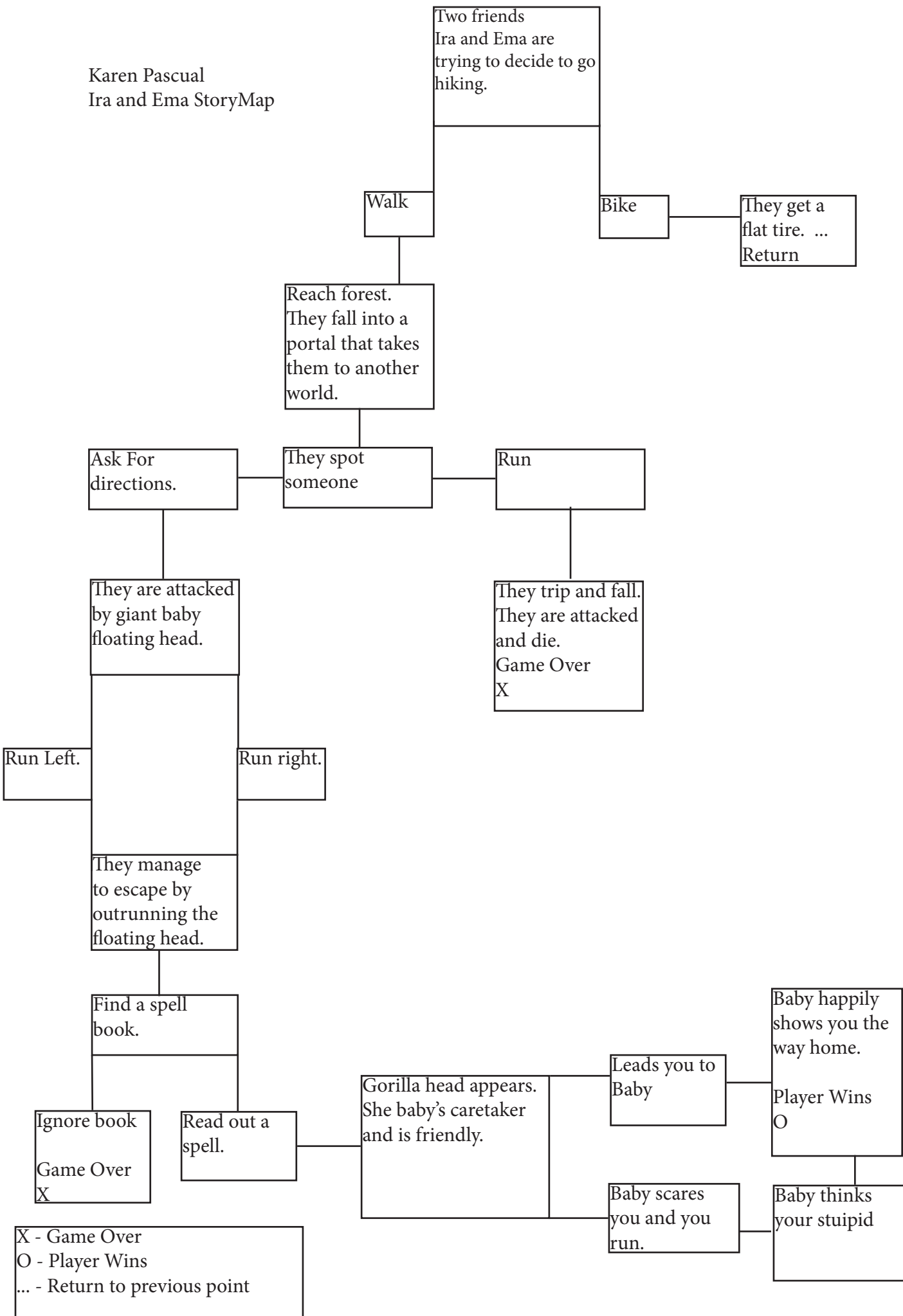
Have Fun

## Potential Frustrations

She may not like character designs.

She might click wrong choices.

Karen Pascual  
Ira and Ema StoryMap





**Class is Over**

**Immy and Emma decide to go hiking in the woods**



**Let's take our bikes it'll be  
quicker**

**No we should go walking**